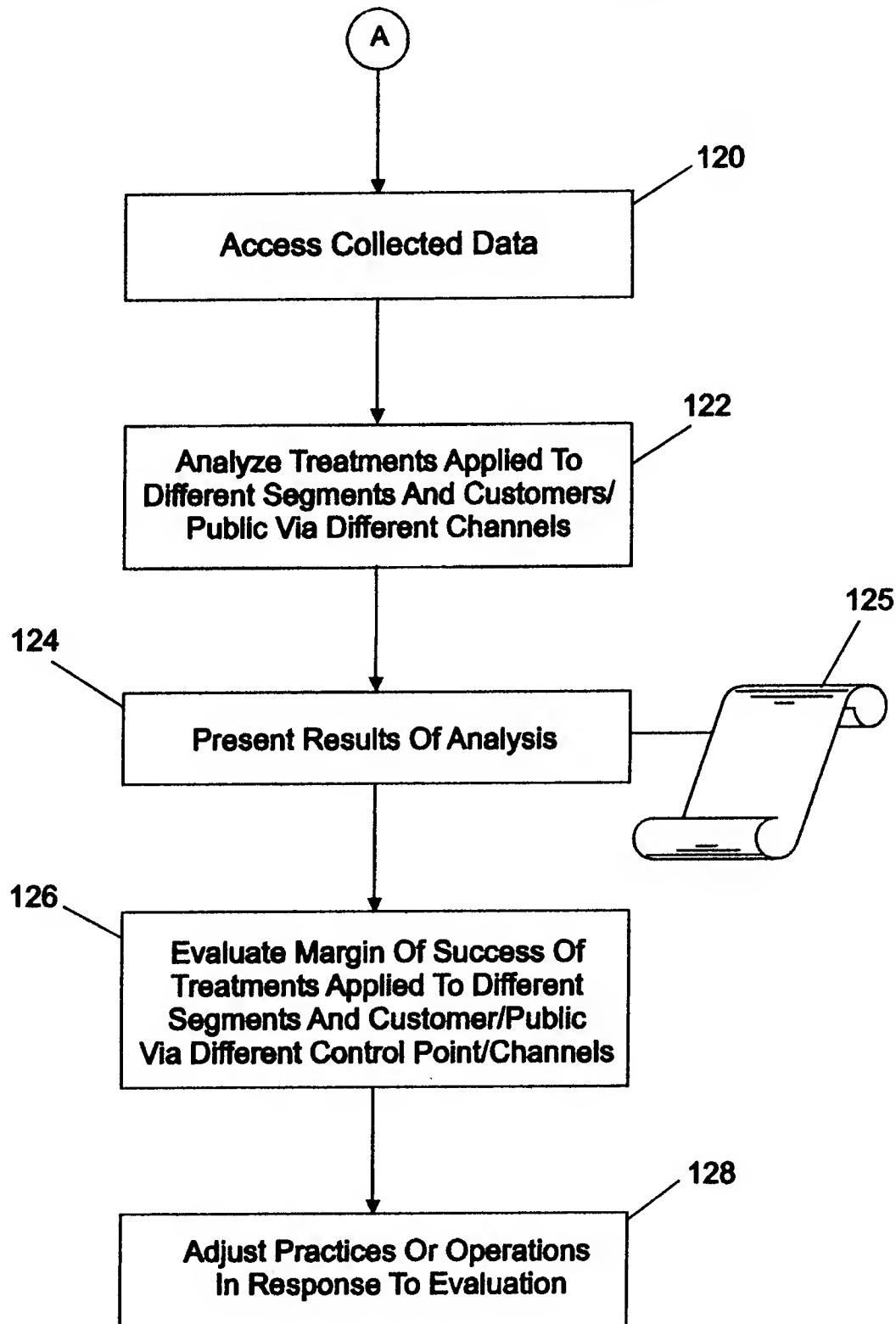


FIG. 1A

FIG. 1B



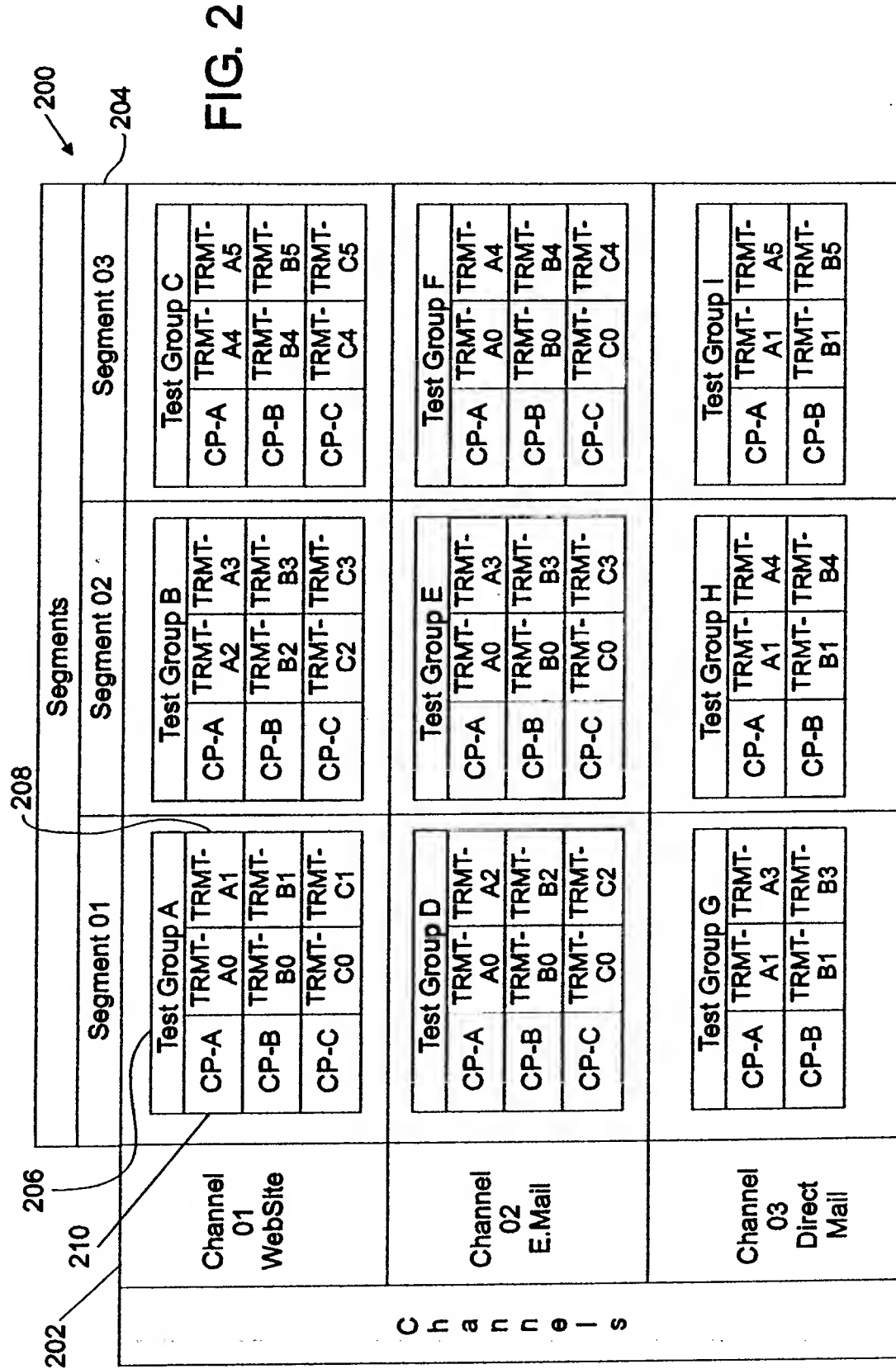


FIG. 3

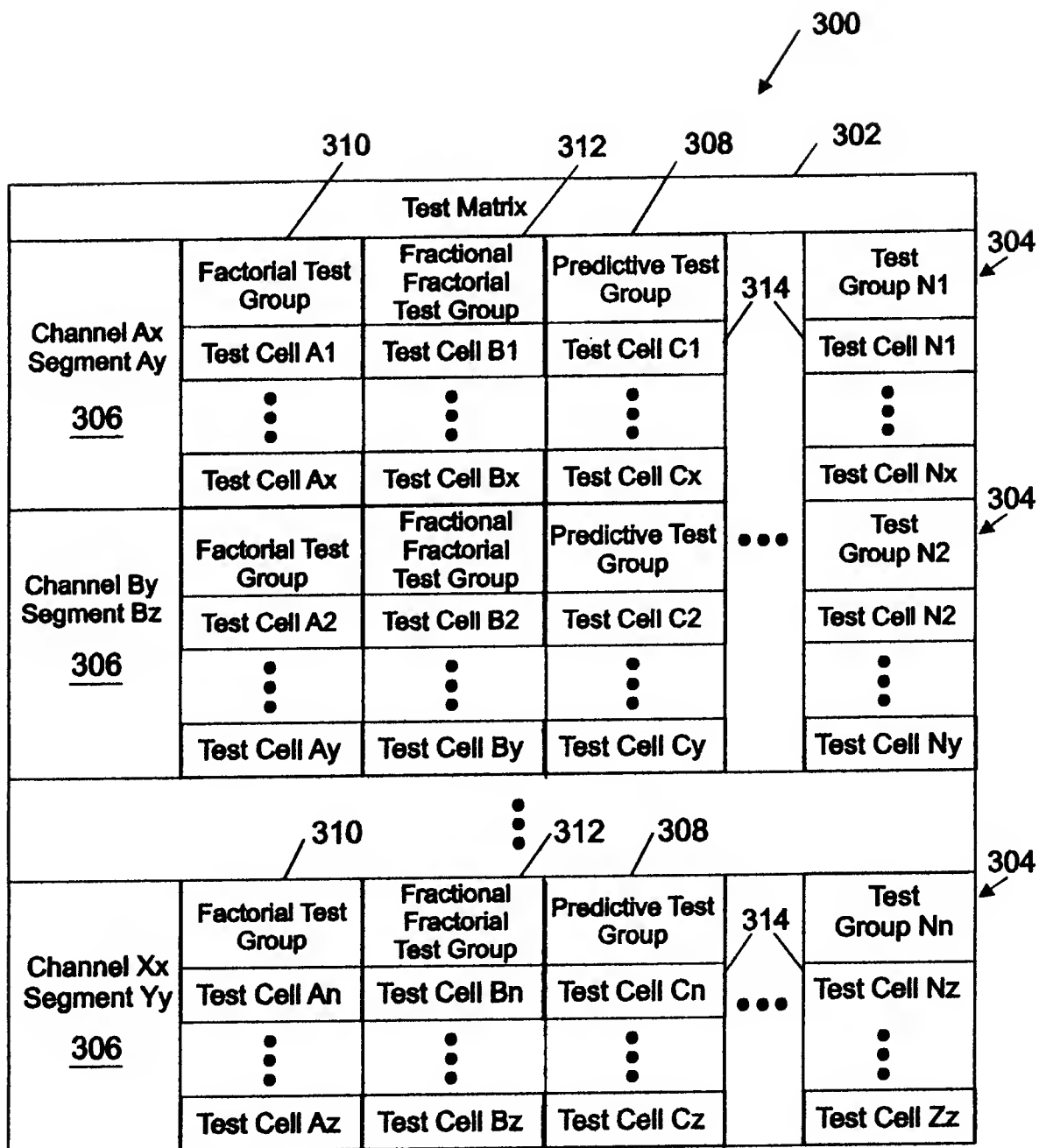


FIG. 4A

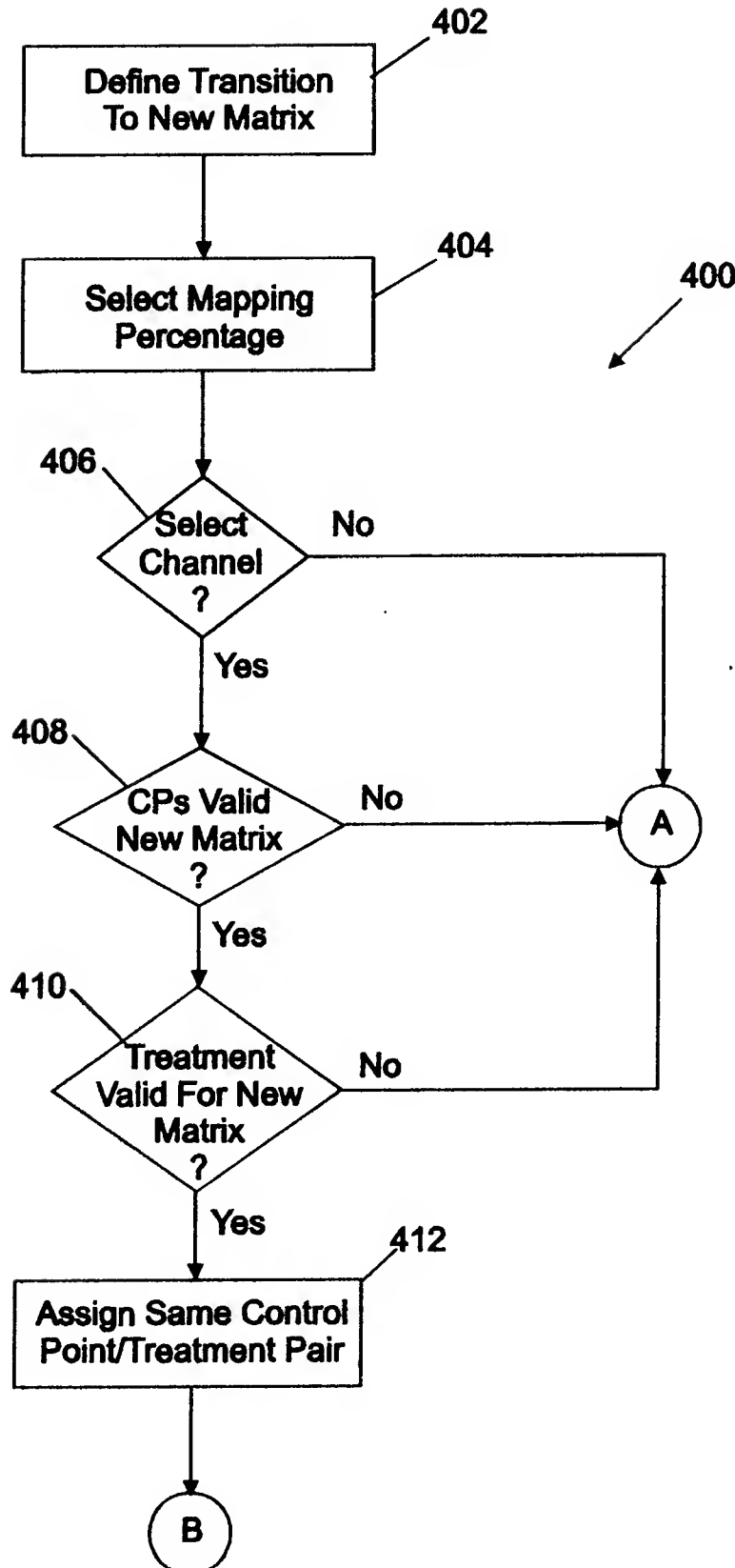


FIG. 4B

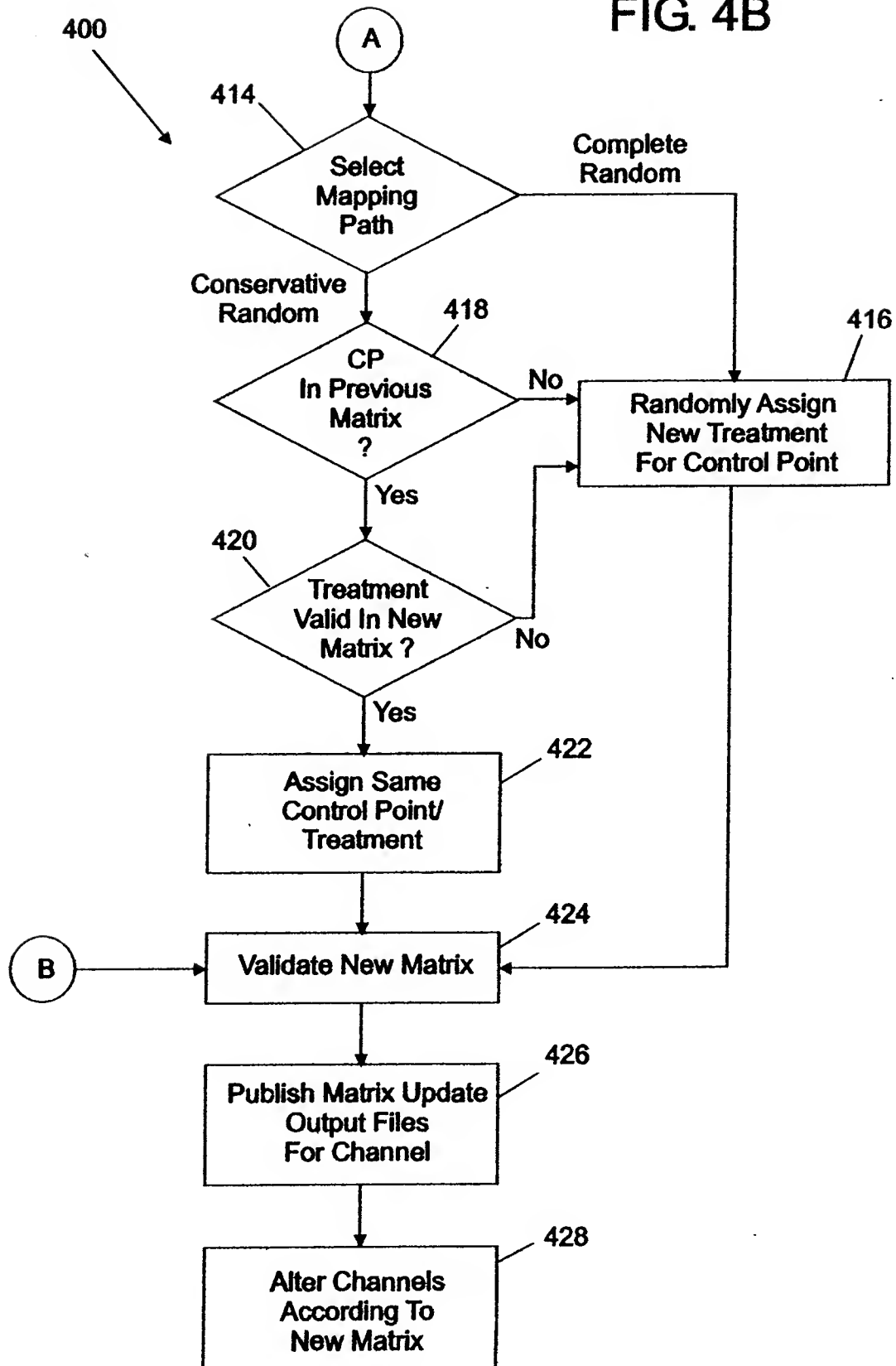


FIG. 5

Test Groups In Previous Matrix	Mapping/Mapping Path		
Test Group X	Mapping	Mapping Path	Channel
	50 % Test Group A	Conservative Random	Internet Site
	30 % Test Group B	Complete Random	(None)
	20 % Test Group C	Complete Random	(None)
Test Group Y	Mapping	Mapping Path	Channel
	10 % Test Group A	Conservative Random	Internet Site
	80 % Test Group B	Conservative Random	(None)
	10 % Test Group C	Complete Random	(None)
Test Group Z	Mapping	Mapping Path	Channel
	50 % Test Group A	Conservative Random	(None)
	10 % Test Group B	Complete Random	(None)
	40 % Test Group C	Complete Random	(None)
Default Group	Mapping	Mapping Path	Channel
	70 % Test Group A	Conservative Random	(None)
	25 % Test Group B	Complete Random	(None)
	5 % Test Group C	Complete Random	(None)

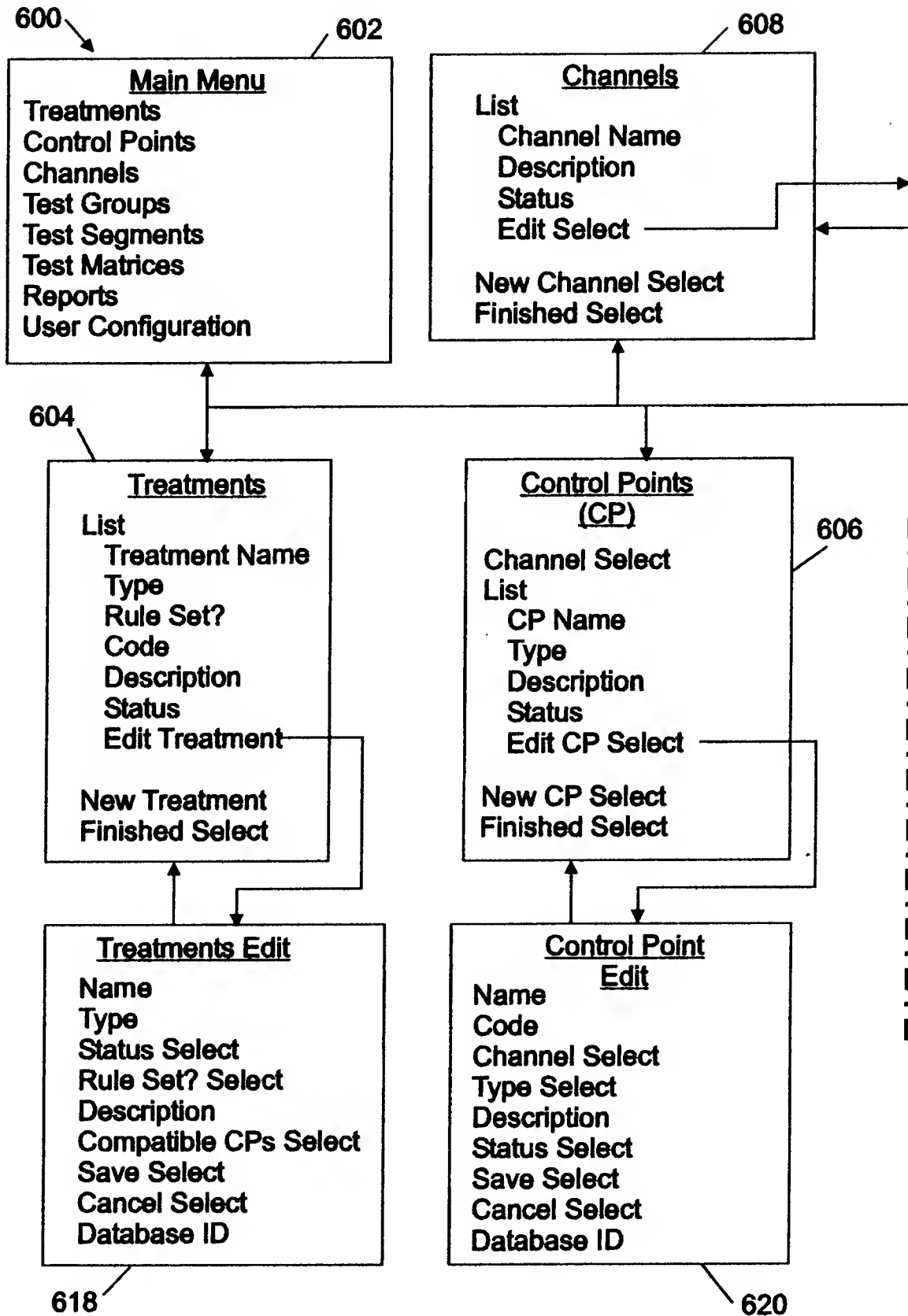


FIG. 6A



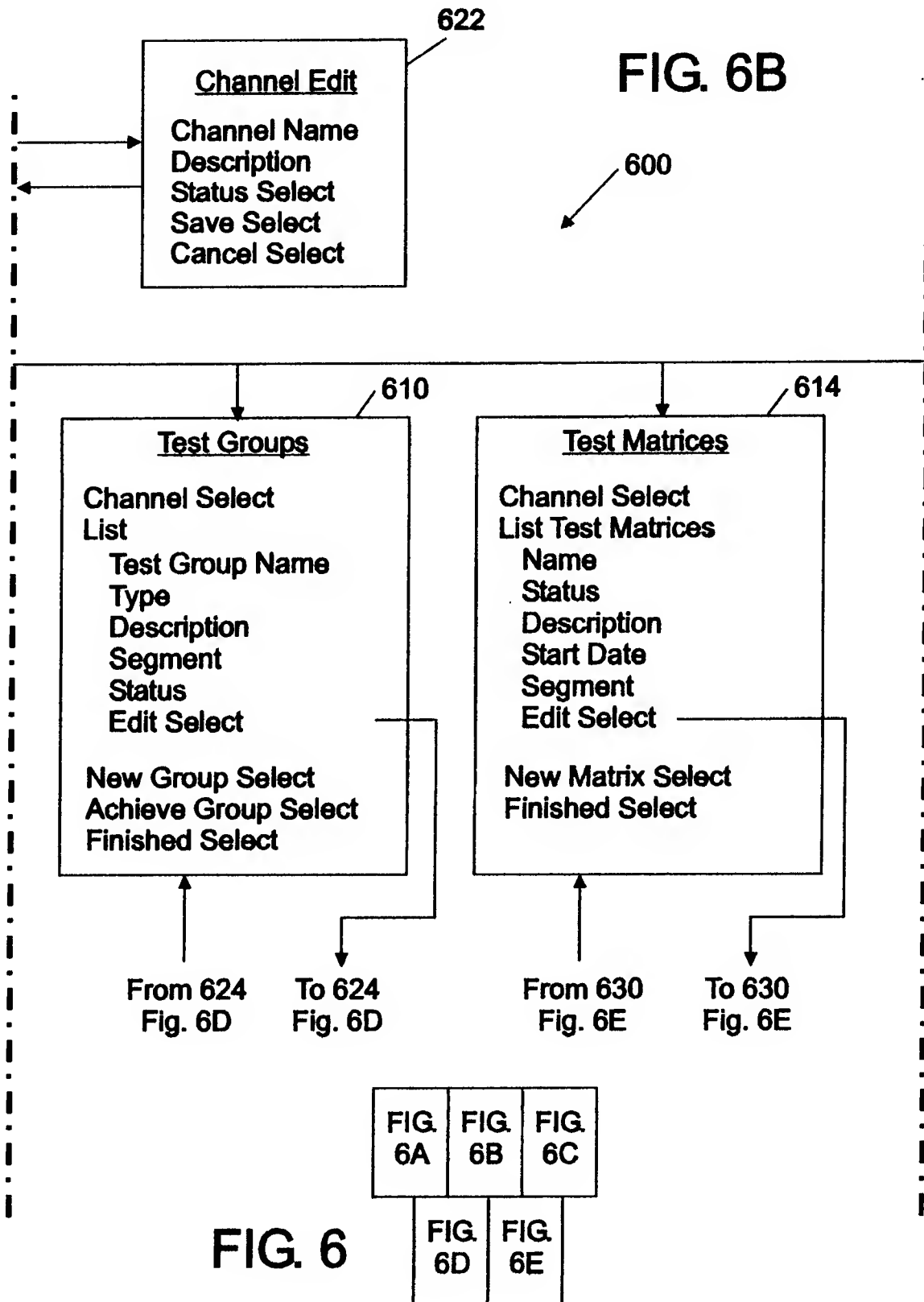


FIG. 6C

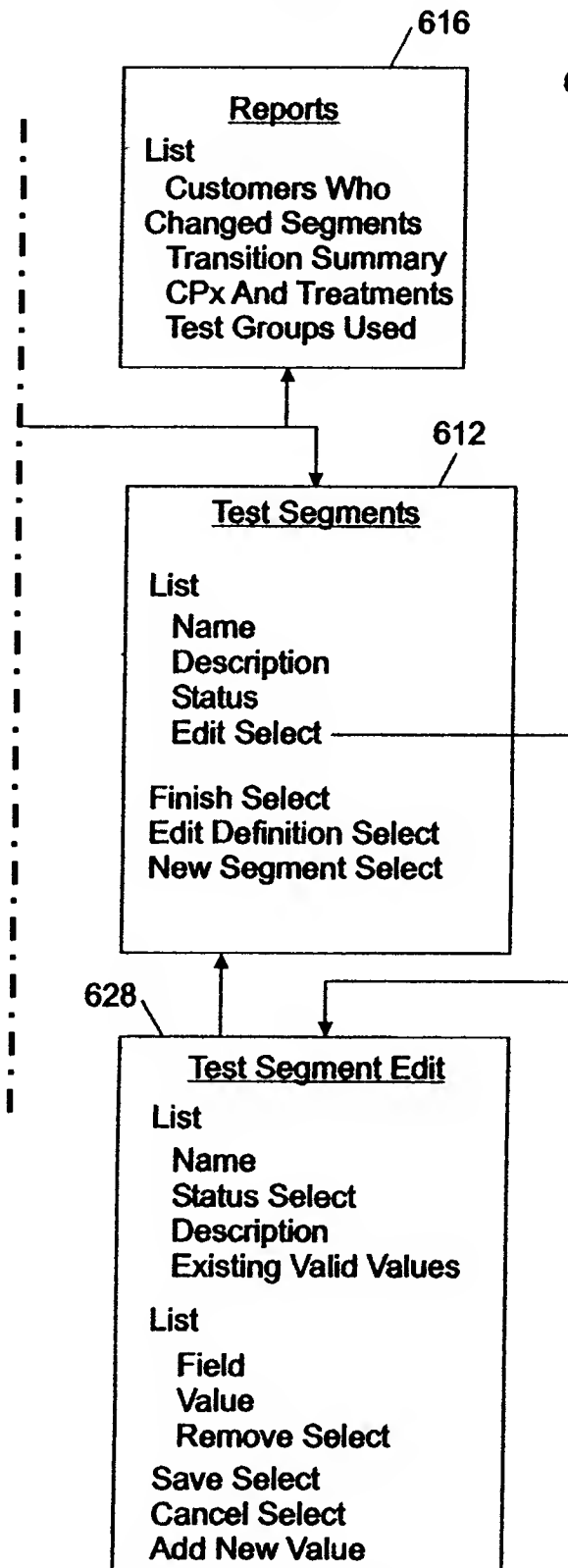


FIG. 6D

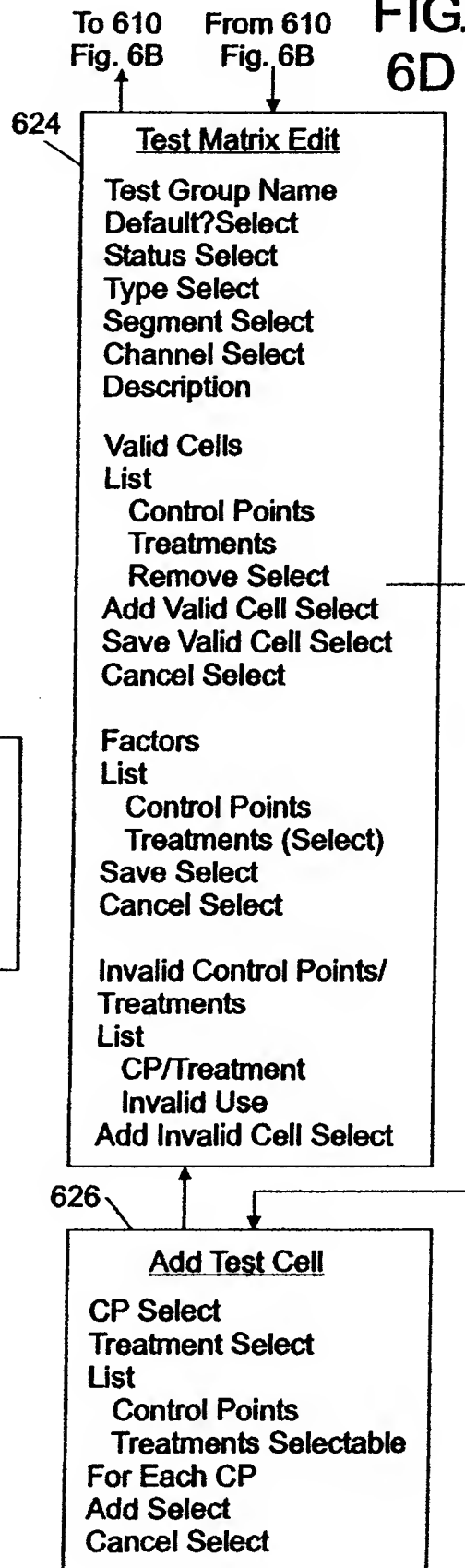
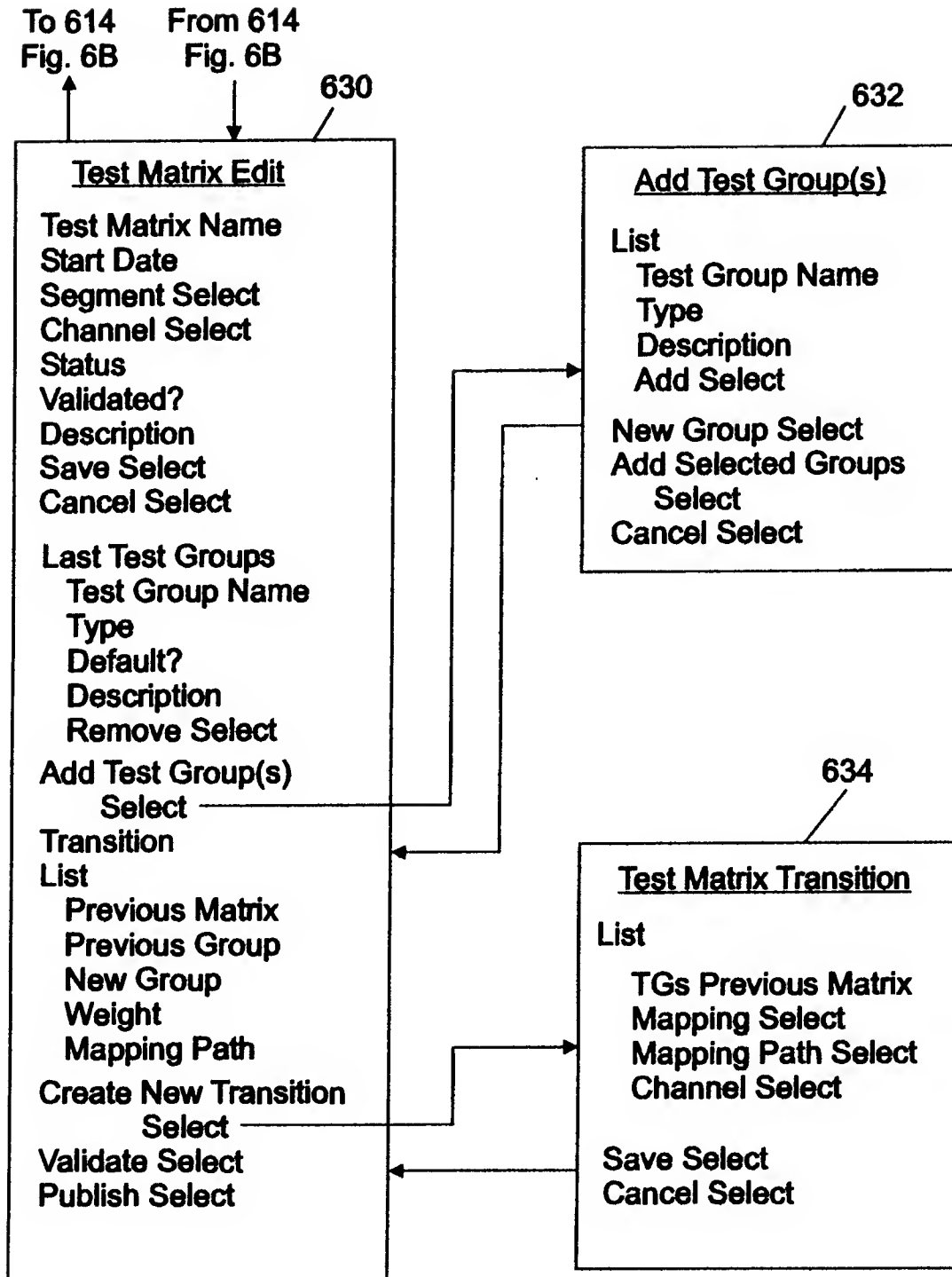
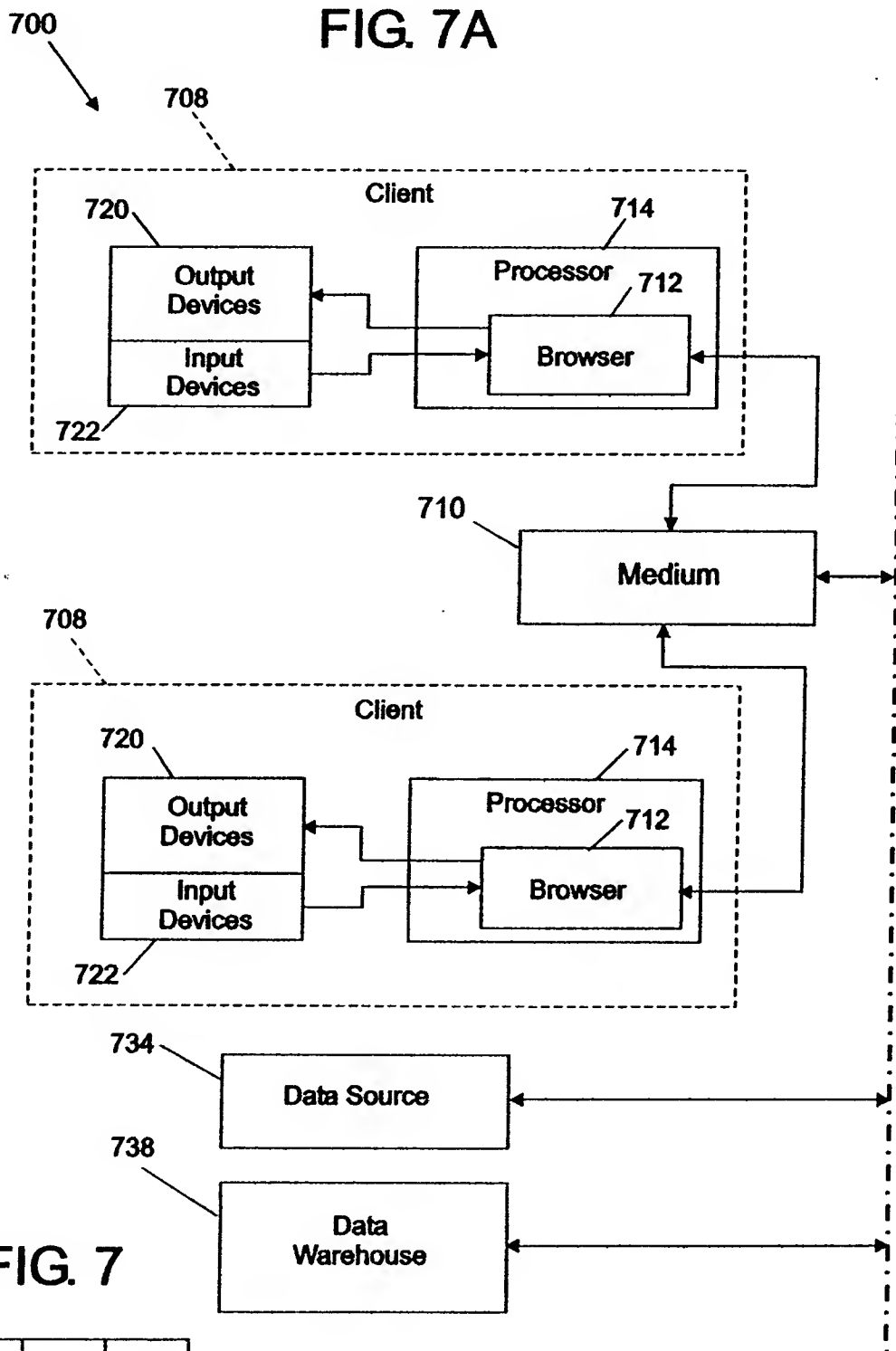


FIG. 6E





**FIG. 7**

FIG. 7A	FIG. 7B	FIG. 7C
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FIG. 7B

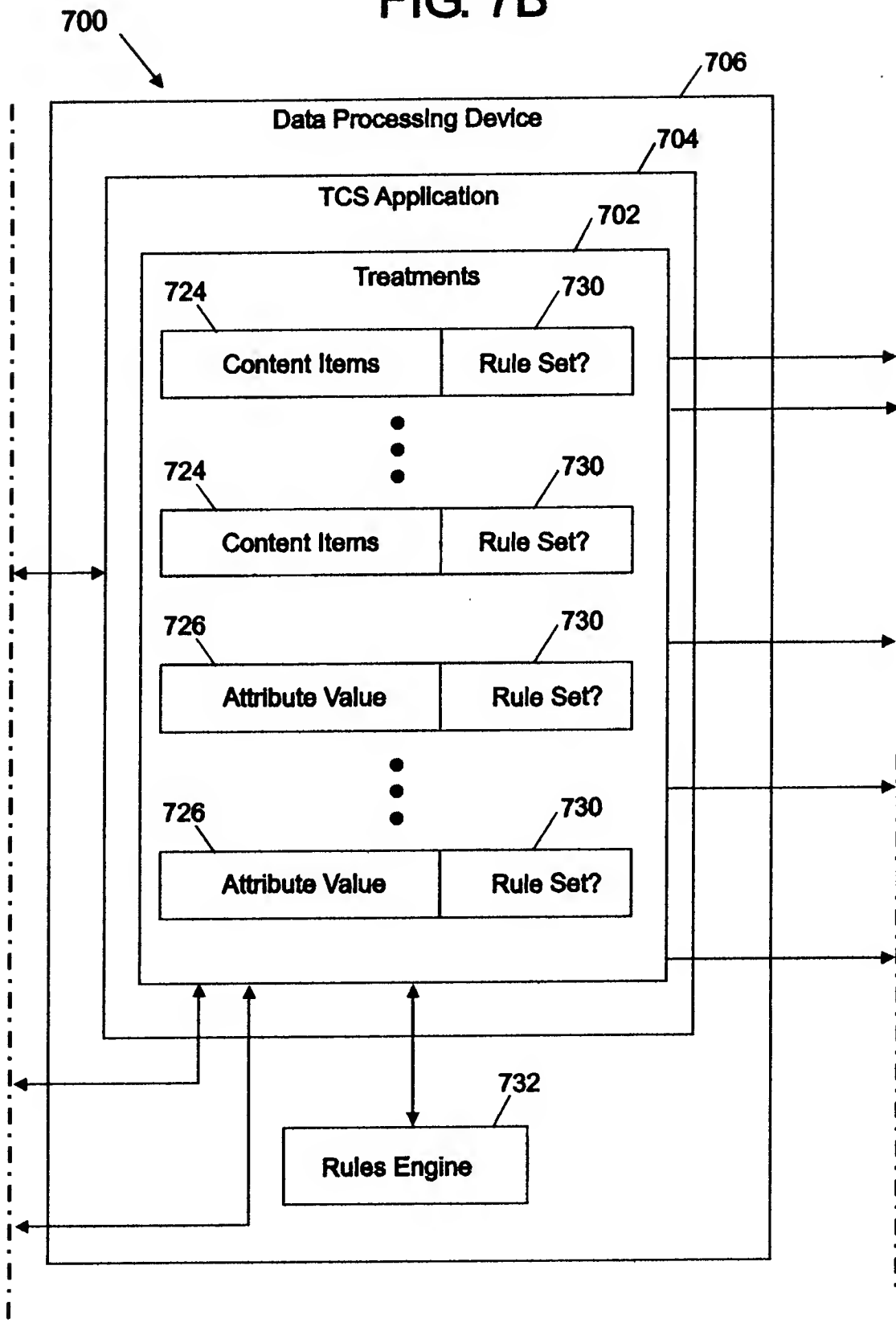


FIG. 7C

